



## The State Partnership for Nutrition, Physical Activity and Obesity Prevention

**ShapingNJ** is a public-private partnership of more than 200 organizations across New Jersey working to “make the healthy choice, the easy choice” for *all* residents. The 10-year vision is a New Jersey where regular physical activity, good nutrition, and healthy weight are part of everyone’s life. The Office of Nutrition & Fitness (ONF) at the Department of Health (DOH) coordinates **ShapingNJ**.

As of Fall, 2012 **ShapingNJ** partner accomplishments include:

- Two-thirds of child care centers participating in a statewide project are offering more training and education around nutrition and physical activity to staff and parents and more than half the centers have improved the quality of or better enforced written policies. Further, we anticipate the adoption of revised child care licensing requirements focusing on best practices in nutrition and physical activity by end-2012.
- Ten maternity hospitals participating in a statewide project to promote exclusive breastfeeding documented an 11 percent increase in exclusive breastfeeding rates. Three participating hospitals received “Baby-Friendly” designation so far; on average hospitals achieved three to four steps towards designation.
- Eighteen grants are in the process of being awarded with support from the Office of Nutrition and Fitness and the New Jersey Council on Physical Fitness and Sports, with state and federal funding. Grantees include local YMCAs, local health departments, community-based and health care organizations. Grantees will implement the **ShapingNJ** strategies to increase access to healthy food and physical activity opportunities. This includes: assessing Camden's parks for safety and developing recommendations to improve their safety; installing bike racks along a new trail in Red Bank, creating healthy vending machine policies for East Orange municipality and school district, implementing healthy policies in faith congregations in Newark, Vineland and Trenton; and opening up play streets in Irvington and Perth Amboy. All grantees will be engaged in a learning network using social media to help them implement their action plans and develop strong local partnerships to sustain their work. The initial learning meeting was held on January 24 in Montclair.

**ShapingNJ** partners are now working together to develop strategies to fund and sustain their coordinated, collective efforts to prevent obesity in New Jersey.

Visit [www.ShapingNJ.gov](http://www.ShapingNJ.gov) for new toolkits, a list of partners and more resources about obesity prevention. Like us on Facebook at [www.facebook.com/shapingnj](http://www.facebook.com/shapingnj).

New Jersey Department of Health  
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